

<b>Notice of References Cited</b>	Application/Control No. 10/804,720	Applicant(s)/Patent Under Reexamination DULL ET AL.	
	Examiner BRANDI P. PARKER	Art Unit 3624	Page 1 of 1

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2004/0093296 A1	05-2004	Phelan et al.	705/036
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
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	P					
	Q					
	R					
	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	David Haigh, Understanding the Financial Value of Brands, June 1999, Brand Finance, PLC, in conjunction with the European Association of Advertising Agencies
	V	Debashis Pati, Marketing Research, 2002, Universities Press,
	W	
	X	

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.